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ABSTRACT

In the process of planning a new site to serve students in Canyon Country (California), the College of the Canyons (COC) in Santa Clarita surveyed students to assess their needs. Anonymous questionnaires were mailed to the homes of 1,000 randomly selected students who lived in Canyon Country and had attended COC in fall 2000 or spring 2001. Of the mailed surveys, 91 were undeliverable for various reasons, and 155 were completed and returned to the college, for a response rate of 17 percent. The questionnaires contained both open-ended and closed-ended questions. Major findings of the study included: (1) a majority (88%) of potential Canyon Country students indicated an interest in attending COC in fall 2001; (2) preferred courses included math, computers, English, and history; (3) preferred days and times of courses at the proposed site were similar to preferred days and times at the home campus, but some respondents indicated an interest in weekend courses; and (4) respondents indicated that matriculation services, counseling, tutoring, computer labs, and library service were important services that they would want to see at the site. Included is the survey instrument and response frequencies, as well as a complete list of courses of interest. (LD)

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Institutional Development and Technology

Survey of Interest
Canyon Country COC Site
January 2001

Report # 103

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February 2001

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Survey of Interest in Canyon Country Site, January 2001

Introduction

College of the Canyons is planning to offer classes in Canyon Country at a new site located near the intersection of Soledad Canyon and Shangrila Road beginning this summer. In order to gather information on the educational needs of the service population, the Office of Institutional Development and Technology, in association with the Office of Instruction and Student Services, surveyed a sample of recent COC students residing in Canyon Country. The results of this survey will be used by the college to determine which courses and times are desired by students for Summer 2001 and Fall 2001.

Methods

A list was compiled of all 5,476 students who lived in Canyon Country and attended COC during Fall 2000 or Spring 2001, or who applied to the college but did not attend during the same period. Anonymous questionnaires and stamped, self-addressed return envelopes were mailed to a random sample of 1,000 on January 5, 2001. This sample represented 18 percent of the Canyon Country student population for the period targeted. On January 22, duplicate packets of surveys and envelopes were sent as a reminder to 250 of the initial recipients.

Of the 1,000 mailed instruments, 91 were returned undeliverable for various reasons. Of the 909 valid addresses, 155 completed surveys were returned, resulting in a response rate of 17 percent, which is above average for a mail survey of this type.

The questionnaire contained both open- and closed-ended questions, and allowed participants to respond freely to the types of classes and times that were of the highest utility to them. Refer to Appendix A for a copy of the survey and summary counts and percentages of response frequencies.

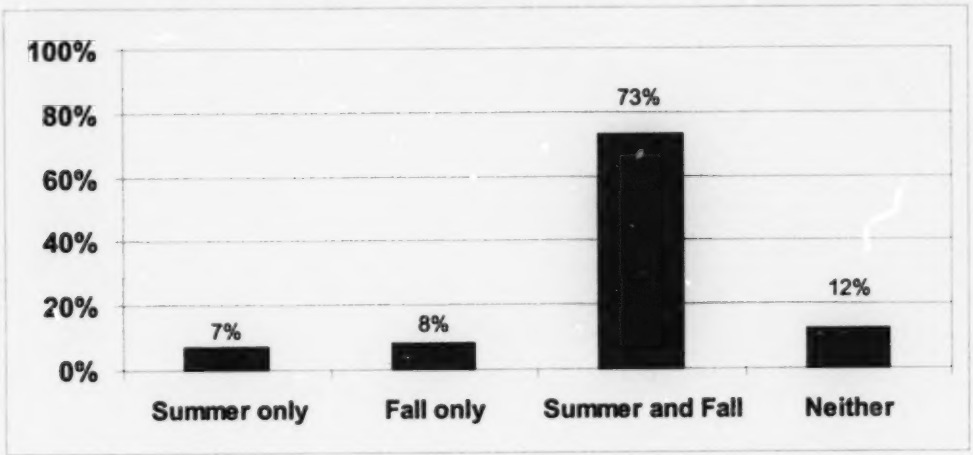
Respondents were asked to return the surveys using the self-addressed stamped envelopes to the Institutional Development and Technology, where the results were tabulated for this report.

Major Findings

Figure 1 shows the percentage of responses indicating an interest in enrolling in courses at the Canyon Country site during Summer 2001, Fall 2001, both semesters, or neither. Of those who responded, 73 percent said that they were interested in both Summer and Fall semesters, while 7 percent were interested in Summer only, and 8 percent in Fall only.

Figure 1:

Semesters that respondents are interested in attending at the Canyon Country Site



Summer 2001

Of those who responded, 124 (80.0%) indicated an interested in attending courses at the Canyon Country site during Summer 2001. Table 1 shows respondents' first, second, and third choices for course offerings. Only the three most popular departments were included in these tables. Please refer to Appendix B for a complete list of responses.

Table 1: First, Second, and Third Choices for Summer 2001

First Choice		Second Choice		Third Choice	
Dept/Course	**Count**	**Dept/Course**	**Count**	**Dept/Course**	**Count**
Math (No Course Specified)	11	Math (No Course Specified)	9	History (No Course Specified)	6
70	3	211	2	150	2
140	3	140	2	240	1
211	2	213	1	111	1
212	1	240	1	**Total History**	**10**
60	1	60	1	Computers (No Course Spec.)	5
102	1	102	1	Graphics	1
Total Math	**22**	**Total Math**	**17**	Mac	1
Computers (No Course Spec.)	9	English (No Course Specified)	8	Networking	1
Applications	2	101	3	Windows	1
Networking	2	90	2	**Total Computers**	**9**
Business	1	102	1	English (No Course Specified)	3
Graphics	1	103	1	Poetry	1
MS Certificate	1	**Total English**	**15**	102	1
Photoshop	1	Computers (No Course Spec.)	6	250	1
Total Computers	**17**	Business	1	**Total English**	**6**
English (No Course Specified)	5	Dreamweaver	1		
101	6	Graphics	1		
80	2	Networking	1		
102	1	Quarkxpress	1		
Total English	**14**	Visual Basic	1		
		Total Computers	**12**		

Survey of Interest in Canyon Country Site, January 2001

Figure 2 shows the days that respondents would be interested in attending classes at the Canyon Country site during Summer 2001. Monday, Tuesday, Wednesday, and Thursday are the most popular. However, a surprising number would attend on Friday, Saturday, and even Sunday.

Figure 2:

Days of Interest for Summer 2001

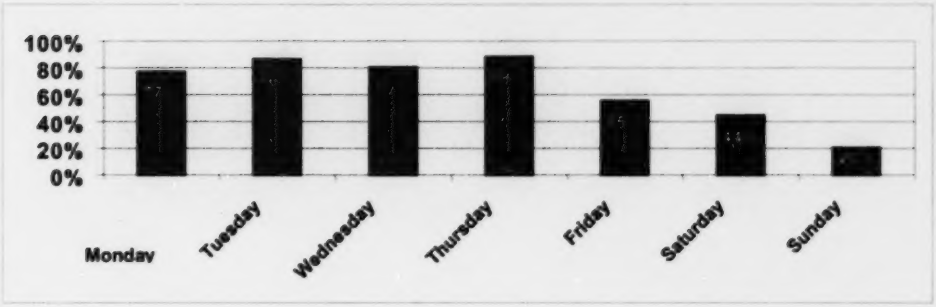
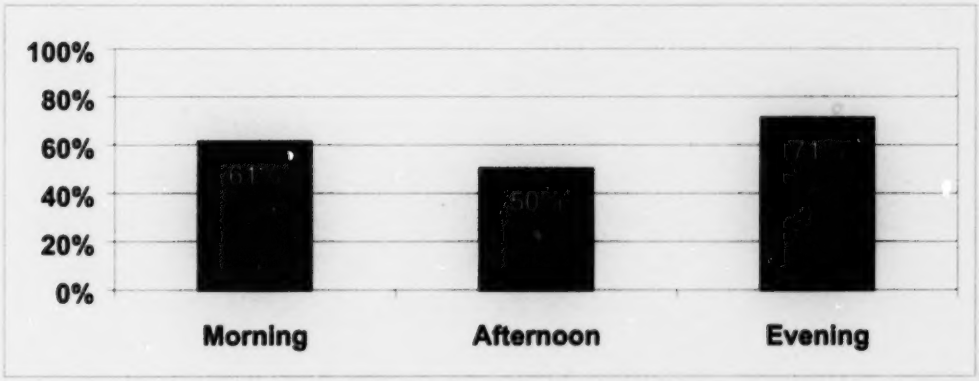


Figure 3 shows the times of day that respondents would be interested in attending classes at the Canyon Country site during Summer 2001. Evening is the most popular (71%), followed by morning (61%) and afternoon (50%).

Figure 3:

Times of Interest for Summer 2001



Fall 2001

Of those who responded, 125 (80.6%) indicated an interested in attending courses at the Canyon Country site during Fall 2001. Table 2 shows respondents' first, second, and third choices for course offerings, respectively. Only the three most popular departments were included in these tables. Please refer to appendix B for a complete list of responses.

Table 2: First, Second, and Third Choices for Fall 2001

First Choice		Second Choice		Third Choice	
Dept/Course	**Count**	**Dept/Course**	**Count**	**Dept/Course**	**Count**
Math (No Course Specified)	9	Math (No Course Specified)	8	Computer (No Crs. Spec.)	7
70	2	102	2	Excel	1
103	2	212	1	Graphics	1
60	1	60	1	Networking	1
102	1	103	1	Operations	1
140	1	140	1	Website Dev.	1
215	1	214	1	**Total Computer**	**12**
213	1	**Total Math**	**15**	English (No Crs. Spec.)	4
Total Math	**18**	English (No Course Spec.)	11	Poetry	1
Computer (No Crs. Spec.)	9	101	4	101	1
Networking	2	**Total English**	**15**	150	1
Business	1	Computer (No Crs. Spec.)	8	**Total English**	**7**
C+ +	1	Business	1	History (No Crs. Spec.)	2
Graphics	1	DAT	1	150	2
Keyboarding	1	Dreamweaver	1	101	1
MS Certificate	1	Graphics	1	112	1
Tax Accounting	1	Networking	1	**Total History**	**6**
Word	1	Visual Basic	1		
Total Computers	**18**	**Total Computer**	**14**		
English (No Course Spec.)	4				
101	3				
102	2				
90	1				
250	1				
Total English	**11**				

Figure 4 shows the days that respondents would be interested in attending classes during Fall 2001 at the Canyon Country site. Monday, Tuesday, Wednesday, and Thursday are the most popular. However, a surprising number would attend on Friday, Saturday, and even Sunday.

Figure 4:

Days of Interest for Fall 2001

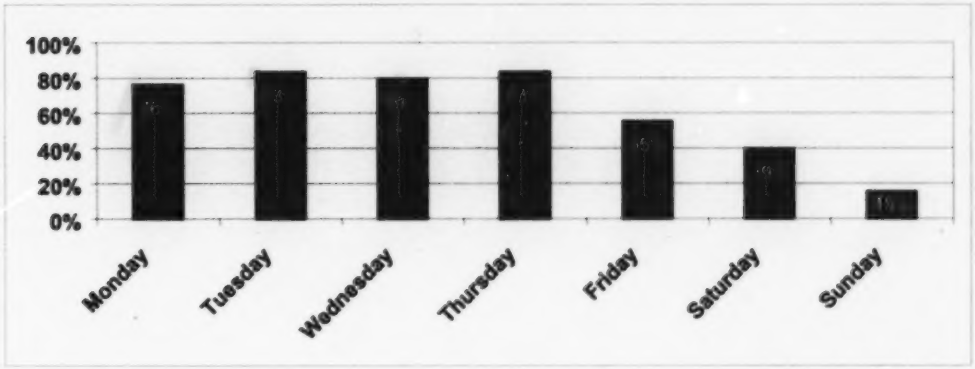
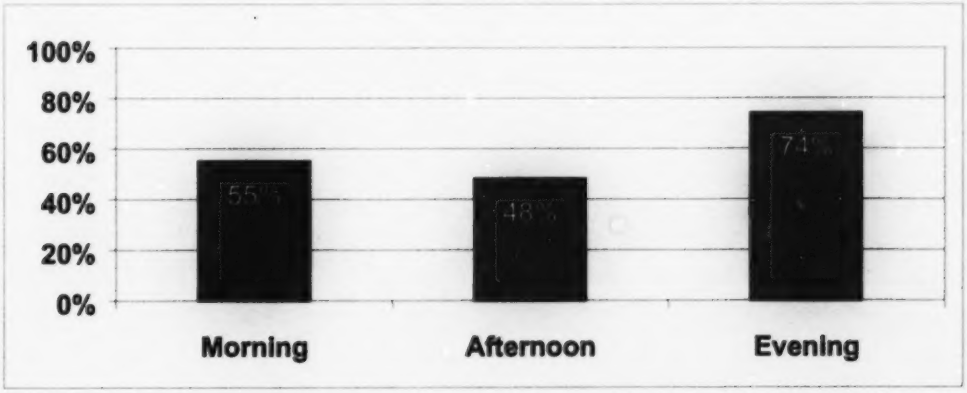


Figure 5 shows the times of day that respondents would be interested in attending classes at the Canyon Country site during Fall 2001. Evening is the most popular (74%), followed by morning (55%) and afternoon (48%).

Figure 5:

Times of Interest for Fall 2001



Services Requested

Respondents were asked to comment on the college services they would like to have offered at the Canyon Country site. Table 3 shows the responses aggregated by category. Counseling was the most popular, followed by tutoring, bookstore, financial aid, A&R functions, computer labs, library, food, registration, EOPS, transfer services, and day care.

Table 3:

Services of Interest at the Canyon Country site

Category	Count
Counseling	18
Tutoring/TLC	12
Bookstore	11
Financial Aid	10
A&R Functions	7
Computer Labs	7
Library	6
Food	5
Registration	5
Eops	4
Transfer Center	4
Day Care	1
Total	90

Conclusions

Of those who responded to the survey, 88 percent indicated an interest in attending classes at the Canyon Country site during Summer or Fall 2001. Only 19 out of 155 said that they were not interested in attending any session specified in the survey.

Preferred courses were in the departments of math, computers, English, and history. Preferred days and times mirrored the main COC campus: evening, morning, then afternoon on Monday through Thursday. However, Friday, Saturday and Sunday were also of interest to a number of respondents.

Finally, respondents indicated an interest in various matriculation services at the Canyon Country site, such as counseling, tutoring, bookstore, financial aid, A&R, computer labs, and library services.

Appendix A: Survey Instrument and Response Frequencies - Summary Counts of Responses

Survey of Interest in Canyon Country
College of the Canyons Site

We are planning to offer College of the Canyons classes in Canyon Country in a new site located at Soledad Canyon and Shangrila Road beginning this summer. In preparation for this, we would like to know if you are interested in taking classes at this new site and what classes would be of most interest to you. Please take a couple minutes to answer the following questions and return the questionnaire in the attched envelope by **January 26rd**. Note that your responses will not commit you to enrolling in specific courses. Your responses will help us provide the courses that are needed in the most convenient location.

Summer 2001

1. Are you interested in taking courses at Canyon Country site in Summer 2001?
   - 124 Yes — If yes, please continue
   - 31 No — If no, please skip to question #5

2. Please list up to three of the courses you are interested in taking at a Canyon Country site.

3. Which days would you enroll in courses offered in Canyon Country? Mark all that apply
   - 95 Monday
   - 106 Tuesday
   - 99 Wednesday
   - 109 Thursday
   - 68 Friday
   - 54 Saturday
   - 25 Sunday

4. What time of day would you enroll in these courses? Mark all that apply
   - 75 Morning
   - 62 Afternoon
   - 88 Evening

Fall 2001

5. Are you interested in taking courses at the Canyon Country site in Fall 2001?
   - 125 Yes
   - 30 No — If no, this completes the survey. Thank you for your assistance.

6. Please list up to three of the courses you are interested in taking at the Canyon Country site.

7. Which days would you enroll in courses offered in Canyon Country? Mark all that apply
   - 95 Monday
   - 104 Tuesday
   - 99 Wednesday
   - 104 Thursday
   - 69 Friday
   - 49 Saturday
   - 19 Sunday

8. What time of day would you enroll in courses? Mark all that apply
   - 69 Morning
   - 60 Afternoon
   - 93 Evening

What other college services would you like to have offered at the Canyon Country site?

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Appendix A: Survey Instrument and Response Frequencies - Summary Percentages of Responses

Survey of Interest in Canyon Country
College of the Canyons Site

We are planning to offer College of the Canyons classes in Canyon Country in a new site located at Soledad Canyon and Shangrila Road beginning this summer. In preparation for this, we would like to know if you are interested in taking classes at this new site and what classes would be of most interest to you. Please take a couple minutes to answer the following questions and return the questionnaire in the attched envelope by **January 26rd**. Note that your responses will not commit you to enrolling in specific courses. Your responses will help us provide the courses that are needed in the most convenient location.

Summer 2001

9. Are you interested in taking courses at Canyon Country site in Summer 2001?
   80% Yes If yes, please continue
   20% No If no, please skip to question #5

10. Please list up to three of the courses you are interested in taking at a Canyon Country site.

11. Which days would you enroll in courses offered in Canyon Country? Mark all that apply
    61% Monday 68% Tuesday 64% Wednesday 70% Thursday
    44% Friday 35% Saturday 16% Sunday

12. What time of day would you enroll in these courses? Mark all that apply
    48% Morning 40% Afternoon 57% Evening

Fall 2001

13. Are you interested in taking courses at the Canyon Country site in Fall 2001?
    81% Yes
    19% No If no, this completes the survey. Thank you for your assistance.

14. Please list up to three of the courses you are interested in taking at the Canyon Country site.

15. Which days would you enroll in courses offered in Canyon Country? Mark all that apply
    61% Monday 67% Tuesday 64% Wednesday 67% Thursday
    45% Friday 32% Saturday 12% Sunday

16. What time of day would you enroll in courses? Mark all that apply
    45% Morning 39% Afternoon 60% Evening

What other college services would you like to have offered at the Canyon Country site?

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Appendix B: Complete List of Courses of Interest to Respondents at the Canyon Country Site, Summer 2001

Courses of Interest at the Canyon Country Site for Summer 2001					
Choice #1	***Count***	***Choice #2***	***Count***	***Choice #3***	***Count***
Art	1	Anthropology 101	1	Algebra	1
Art 140	1	Art 237	1	Anthropology 101	1
Biology 106	1	ASL	1	Art 111	1
Biology 204	2	Automotive Repair	1	Art 244	1
Biotechnology	1	Biology 106	2	Art History	1
Business	1	Biology 205	1	Astronomy	1
Business Inf. 153	1	Business Inf.	1	Biology	1
Calculus	1	Business Inf. 051	1	Biology (Advanced)	1
Calculus 212	1	Calculus	1	Biology (Molecular)	1
Chemistry 201	1	Calculus (Iii)	1	Biology 130	1
Chemistry 202	1	Calculus 211	1	Business (E-Commerce)	1
Child Development	3	Chemistry	1	Business 100	1
Child Development 116	2	Chemistry 151	1	Chemistry 151	2
Cinema 122	1	Chemistry 255	1	Child Development	2
Computer	9	Child Development 144	2	Child Development 173	2
Computer (Applications)	1	Computer	6	Cinema	1
Computer (Business)	1	Computer (Business)	1	Computer	5
Computer (C++)	1	Computer (Dreamweaver)	1	Computer (Graphics)	1
Computer (DAT)	1	Computer (Graphics)	1	Computer (MAC)	1
Computer (Graphics)	1	Computer (Networking)	1	Computer (Networking)	1
Computer (MS Cert.)	1	Computer (Quark Xpress II)	1	Computer (Windows)	1
Computer (Networking)	2	Computer (Visual Basic)	1	Dance Appreciation	1
Computer (Photoshop II)	1	CSU Transferable Classes	1	Drawing	1
Dance	1	Economics 202	1	Economics 291	1
Dance 134	1	Engineering 101	1	EMT	1
Drawing	1	English	8	English	3
Economics 201	1	English (Composition)	2	English (Poetry)	1
English	5	English 090	2	English 102	1
English (Composition)	1	English 101	1	English 250	1
English 080	2	English 102	1	Floral Arrangement	1
English 101	5	English 103	1	General Education	2
English 102	1	Fire Science	1	Geography	1
ESL	1	Fire Technology	1	Geography 102	1
Fire Science	1	General Education	2	Graphics (Applications)	1
General Education	3	Geology 101	1	Health Science 150	2
Geology 105	1	Guitar	1	History	6
History	2	History	6	History (U.S.)	1
History (California)	1	History 101	1	History 150	2
History 150	1	History 210	1	History 240	1

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Courses of Interest at the Canyon Country Site for Summer 2001 (continued)					
Choice #1	*Count*	*Choice #2*	*Count*	*Choice #3*	*Count*
Interior Design	1	Manual Arts	1	Journalism	1
Library Science	1	Math	9	Massage Therapy	1
Library Sci (Media Tech.)	1	Math (Business)	1	Math	3
Manufacturing Tech	1	Math 060	1	Math 103	1
Math	11	Math 102	1	Math 211	1
Math 060	1	Math 140	2	Music	1
Math 070	3	Medical Billing	1	Philosophy	1
Math 102	1	Music (Instrumental)	1	Physical Education	1
Math 140	3	Music 160	1	Physical Ed (Bowling)	1
Math 211	1	Philosophy	1	Physics 220	1
Multimedia	1	Philosophy 101	1	Political Science	2
Nursing	2	Photography	1	Real Estate	1
Pace	1	Political Science	2	Science	1
Personal Devlpment 150	1	Political Science 150	2	Social Science	1
Philosophy 101	1	Psychology	2	Sociology	1
Photography	1	Secretarial (Legal)	1	Sociology 200	1
Physical Education	1	Sociology	1	Spanish	1
Political Science	1	Spanish	2	Spanish (Convrstional)	1
Political Science 150	2	Spanish (Conversational)	1	Speech	1
Psychology	1	Speech 105	1	Speech 105	1
Psychology (Child)	1	Speech 225	1	Statistics	1
Psychology 172	1	Swimming (Beginning)	1		
Sociology 102	1	Trigonometry	1		
Spanish	4	Welding	1		
Spanish 101	1	Yoga	1		
Spanish 102	1				
Speech	1				
Statistics	2				
Typing	1				
Video Production	1				
Welding	1				

Appendix B: Complete List of Courses of Interest to Respondents at the Canyon Country Site, Fall 2001

Courses of Interest at the Canyon Country Site for Fall 2001					
Choice #1	*Count*	*Choice #2*	*Count*	*Choice #3*	*Count*
Accounting	1	Accounting	2	Accounting	1
Anthropology (Physical)	1	Admin Of Justice 110	1	Admin Of Justice 135	1
Anthropology 101	1	Anthropology 101	1	Algebra	1
Art	1	Art	1	Anthropology 101	2
Art History	2	Art 111	2	Anthropology 103	2
Astronomy	1	ASL	1	Art	1
Biology 100	1	ASL 101	1	Astronomy 100	1
Biology 106	2	ASL 102	1	Business	3
Biology 204	1	Automotive Repair	1	Business Law	1
Biotechnology	1	Biology 205	1	Calculus 212	1
Business Inf.	1	Biology 231	1	Chemistry 201	1
Calculus 213	1	Business	3	Child Development	1
Chemistry 201	1	Business Inf. 158	1	Child Development 130	2
Chemistry 202	1	Calculus 212	1	Computer	7
Chemistry 256	1	Chemistry 202	1	Computer (Excel)	1
Child Development	5	Child Development 226	1	Computer (Graphics)	1
Computer	9	Child Development 299	2	Computer (Networking)	1
Computer (Business)	1	Computer	8	Computer (Operations)	1
Computer (C++)	1	Computer (Business)	1	Computer (Websites)	1
Computer (Graphics)	1	Computer (DAT)	1	Dance	2
Computer (Keyboarding)	1	Computer (Dreamweaver)	1	Drawing	1
Computer (Microsoft Cert.)	1	Computer (Graphics)	1	Economics	2
Computer (Networking)	2	Computer (Networking)	1	Economics 202	1
Computer (Tax Accounting)	1	Computer (Visual Basic)	1	Economics 291	1
Computer (Websites)	1	CSU Transferable Classes	1	EMT	1
Computer (Word)	1	Drawing	1	English	4
Economics 201	1	Economics 202	1	English (Poetry)	1
English	4	EMT	1	English 101	1
English (Composition)	1	English	10	English 150	1
English 090	1	English (Amer. Lit II)	1	General Education	1
English 101	3	English (Composition)	2	Geography	1
English 102	2	English 101	1	Geology 101	1
English 250	1	Fire Science	1	Health Science 150	1
Fire Science	1	General Education	2	History	2
Fire Technology	1	Graphics (Applications)	1	History 101	1
General Education	4	History	3	History 112	1
Geography	1	History 150	1	History 150	2
Geology 105	1	Math	8	Marketing	1
High School Classes	1	Math 060	1	Math	2
History	1	Math 102	2	Math 103	1
History 101	1	Math 103	1	Math 130	1
History 150	1	Math 140	1	Math 211	1
Library Science	1	Math 214	1	Philosophy	1
Library Sci (Media Tech.)	1	Math C	1	Philosophy 220	1

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Courses of Interest at the Canyon Country Site for Fall 2001 (continued)					
Choice #1	*Count*	*Choice #2*	*Count*	*Choice #3*	*Count*
Manual Arts	1	Medical Billing	1	Photography	1
Manufacturing Technology	1	Music (Instrumental)	1	Physical Education	2
Massage Therapy	1	Music 160	1	Physical Ed (Bowling)	1
Math	9	Philosophy	1	Political Science	2
Math 060	1	Philosophy 101	1	Psychology	1
Math 070	2	Physics	1	Secretarial	1
Math 102	1	Physics 220	1	Social Science	1
Math 103	2	Political Science	1	Sociology	2
Math 140	1	Psychology	1	Spanish	1
Math 215	1	Secretarial (Legal)	1	Spanish 101	1
Multimedia	1	Sociology 208	1	Speech	1
Music 105	1	Spanish	2	Statistics	1
Nursing	2	Spanish 101	1		
Pace	1	Speech	1		
Philosophy 101	1				
Photography	1				
Physics 220	1				
Psychology	1				
Psychology (Child)	1				
RTVF 100	1				
Sociology	2				
Spanish	7				
Speech	2				
Video Production	1				
Yoga	1				